

2500058821

EEMA

Source: <https://www.industrydocuments.ucsf.edu/docs/ltg10000>

II. E.E.M.A.

ALGERIA

AUSTRIA

BAHRAIN

BULGARIA

CZECH REPUBLIC

EGYPT

FINLAND

GABON

HUNGARY

IVORY COAST

KUWAIT

MALI

MALTA

MOROCCO

NIGERIA

NORWAY

OMAN

POLAND

QATAR

REUNION

ROMANIA

SAUDI ARABIA

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II. E.E.M.A. (CONT'D)

SENEGAL

SWEDEN

SWITZERLAND

TUNISIA

TURKEY

UNITED ARAB EMIRATES

2500058823

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ALGERIA

	1987	1988	1989	1990	1991 EST.	1992 EST.
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	18.9	19.6	15.9	16.6	17.2	18.0
PER CAPITA CONSUMPTION	821	829	655	664	670	N.A.
COMPANY SHARES %						
1) SNTA	92.5	92.5	90.5	94.8	100.0	100.0
2) PHILIP MORRIS	2.9	4.5	6.4	1.8	--	--
3) R.J. REYNOLDS	3.4	3.0	3.1	3.4	--	--
4) ROTHMANS	1.2	--	--	--	--	--
COMPANY SHARES - INTERNATIONAL SEGMENT %						
1) PHILIP MORRIS	38.9	60.8	67.6	33.6	--	--
2) R.J. REYNOLDS	45.4	39.2	32.4	66.4	--	--
3) ROTHMANS	15.7	--	--	--	--	--
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2	2
D) MAGAZINES	2	2	2	2	2	2
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	2	2	2	2	2	2
G) BILLBOARDS	2	2	2	2	2	2
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	3	2	2	2	2	2

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EEMA 1

PHILIP MORRIS INTERNATIONAL FACT BOOK

(ALGERIA)

		1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS							
ANSWER EITHER: YES OR NO							
WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	--	--	--	--	--	--
SPECIFIC T&N NUMBERS ON:							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	--	--	--	--	--	--

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EEMA 2

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: AUSTRIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLION)	15.2	14.5	14.1	14.4	14.7	14.3
POPULATION TOTAL (MILLIONS)	7.6	7.6	7.6	7.6	7.7	N.A.
PER CAPITA CONSUMPTION	2,057	1,968	1,912	1,865	1,903	N.A.
COMPANY SHARES %						
1) A.T.W.	71.1	68.7	65.9	71.7	71.4	70.0
2) PHILIP MORRIS	7.9	9.5	10.9	12.5	14.4	16.5
3) B.A.T.	5.1	5.0	4.5	4.7	4.5	4.4
4) REEMTSMA	4.2	4.3	4.3	4.1	3.8	3.6
5) OTHERS	11.7	12.5	14.4	7.0	5.9	5.5

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER	1987	1988	1989	1990	1991	1992
1)MEMPHIS	A.T.W.	A.T.W.	18.0	18.5	19.2	23.3	24.3	25.0
2)MARLBORO	PHILIP MORRIS	A.T.W.	7.8	9.4	10.8	12.2	14.0	15.9
3)MILDE SORTE	A.T.W.	A.T.W.	10.6	11.6	11.6	13.1	12.6	12.6
4)HOBBY	A.T.W.	A.T.W.	12.7	11.2	9.9	8.7	7.7	7.1
5)DAMES	A.T.W.	A.T.W.	8.5	7.3	6.7	6.1	5.7	5.3
6)FALK	A.T.W.	A.T.W.	10.0	8.9	7.4	6.4	5.7	5.2
7)HB	A.T.W.	A.T.W.	5.1	5.0	4.5	4.2	4.1	4.0
8)ERNTE 23	REEMTSMA	A.T.W.	4.2	4.3	4.3	4.1	3.8	3.6
9)CASABLANCA	A.T.W.	A.T.W.	0.6	1.2	2.3	2.7	2.6	2.5
10)MAVERICK	A.T.W.	A.T.W.	1.9	2.0	1.9	2.0	2.0	1.9

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EEMA 3

(AUSTRIA)

	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER	99.6	99.6	99.7	99.0	99.1	100.0
NON-FILTER	0.4	0.4	0.3	1.0	0.9	--
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR	70.4	73.8	74.6	71.6	71.9	70.8
LIGHTS	29.6	26.2	25.4	27.2	26.5	26.2
SUPERLIGHTS	---	---	---	1.2	1.5	3.0
LENGTH SEGMENTATION %						
80-84 MM	100.0	99.9	99.7	96.9	97.0	96.6
94 AND 100 MM	---	0.1	0.3	3.1	3.0	3.4
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	44.8	40.6	36.2	35.7	32.5	29.5
FLIP TOP BOX	55.2	59.4	63.8	64.3	67.5	70.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS:	1) YES					
	2) BANNED					
	3) RESTRICTED					
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	2	*2	*2
D) MAGAZINES	3	3	3	2	*2	*2
E) COUPONS	3	3	3	2	*2	*2
F) POINT OF SALE	1	1	1	2	*2	*2
G) BILLBOARDS	1	1	1	2	*2	*2
H) CINEMA	1	1	1	2	*2	*2
I) SAMPLING	1	1	1	2	*2	*2

*Cigarette advertising and sponsorships according to agreement with the monopoly, Austria Tabak.

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EEMA 4

(AUSTRIA)

	1987	1988	1989	1990	1991	1992
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO

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EEMA 5

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BAHRAIN

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.6	0.5	0.6	0.6	0.6	0.7
PER CAPITA CONSUMPTION	1,307	1,155	1,141	1,236	1,179	N.A.
COMPANY SHARES %						
1)PHILIP MORRIS	20.0	20.8	23.9	30.0	35.4	36.3
2)ROTHMANS	41.0	37.0	36.0	32.6	31.0	32.6
3)B.A.T.	20.8	17.4	16.1	17.0	13.5	11.7
4)R.J. REYNOLDS	5.3	11.6	12.0	9.9	9.9	11.2
5)GALLAHER	4.5	4.0	3.5	3.4	3.8	2.6
6)BROWN & WILLIAMSON	5.1	6.0	6.0	3.9	3.1	2.4
OTHERS	3.2	3.1	2.5	3.2	3.3	3.2

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER	1987	1988	1989	1990	1991	1992
1)MARLBORO	PHILIP MORRIS	18.1	18.9	19.5	19.8	21.3	20.0
2)ROTHMANS	ROTHMANS	16.0	15.7	15.1	15.4	15.4	15.6
3)L&M	PHILIP MORRIS	1.3	1.4	3.9	9.8	13.5	15.0
4)PLAYERS GOLD LEAF	B.A.T.	12.1	10.6	10.3	11.8	9.5	7.4
5)JUBILEE	ROTHMANS	5.1	4.6	4.4	3.5	2.4	6.1
6)DUNHILL	ROTHMANS	16.6	11.4	9.8	8.3	7.6	6.0
7)MONTE CARLO	R.J. REYNOLDS	---	---	---	---	3.3	5.0
8)DORCHESTER	R.J. REYNOLDS	0.5	2.1	3.9	4.9	4.5	3.8
9)CRAVEN A	ROTHMANS	1.7	3.8	5.4	4.1	4.5	3.2
10)KENT	BROWN & WILLIAMSON	4.9	5.1	5.0	3.4	2.7	2.2

TAR & NICOTINE SEGMENTATION %

FULL FLAVOR (10-12 MG)	81.8	77.2	76.2	74.0	72.0	73.2
LIGHTS (6-10 MG)	15.6	19.5	20.9	23.0	25.7	24.6
SUPERLIGHTS (<6 MG)	2.6	3.3	2.9	2.9	2.3	2.2

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EEMA 6

PHILIP MORRIS INTERNATIONAL FACT BOOK

(BAHRAIN)

	1987	1988	1989	1990	1991	1992
TOBACCO TYPE SEGMENTATION %						
<i>VIRGINIA</i>	67.2	61.3	60.8	60.0	54.8	52.4
<i>AMERICAN</i>	30.1	36.5	38.7	39.8	45.0	47.5
<i>OTHERS</i>	2.7	2.2	0.5	0.2	0.2	0.1
PRICE SEGMENTATION %						
<i>ABOVE PREMIUM</i>	1.9	1.6	1.6	1.4	1.3	1.3
<i>PREMIUM</i>	64.6	40.8	38.9	35.9	35.8	30.7
<i>BELOW PREMIUM</i>	6.5	23.0	21.7	20.2	18.6	17.7
<i>MEDIUM</i>	13.6	2.6	2.6	14.2	12.9	11.4
<i>LOW</i>	9.7	18.4	18.0	9.9	22.7	23.4
<i>CHEAP</i>	3.8	13.6	17.2	18.4	8.7	15.5

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EEMA 7

(BAHRAYN)

1987 1988 1989 1990 1991 1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	*3	*3	3	*3	*3
D) MAGAZINES	1	1	1	*3	1
E) COUPONS	2	1	1	1	N.A.
F) POINT OF SALE	3	3	3	1	1
G) BILLBOARDS	3	2	2	2	2
H) CINEMA	2	2	2	1	1
I) SAMPLING	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

*Quarter page maximum size.

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EEMA 8

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BULGARIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	16.5	16.5	16.5	16.5	16.3	16.6
POPULATION TOTAL (MILLIONS)	8.9	8.9	8.9	8.5	8.6	8.6
PER CAPITA CONSUMPTION	1,854	1,854	1,854	1,854	1,895	1,930

COMPANY SHARES IMPORTS SEGMENT %

1) PHILIP MORRIS	42.8	46.1	43.5	45.6	47.2	49.7
2) ROTHMANS	11.5	11.0	13.7	12.9	11.6	10.6
3) PAPASTRATOS	---	---	---	---	11.6	10.4
4) BROWN & WILLIAMSON	20.6	20.7	17.5	15.6	9.2	10.3
5) R.J. REYNOLDS	9.9	9.6	11.2	12.9	10.0	9.6
6) B.A.T. (GERMANY HB)	9.0	6.5	7.8	8.6	6.7	7.1
7) BRINKMANN	3.1	3.2	3.8	3.0	1.7	1.1
8) REEMTSMA	2.2	2.9	2.5	1.4	0.8	0.4
9) OTHERS	---	---	---	---	1.2	0.8

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION		2	2	2
B) RADIO		2	2	2
C) NEWSPAPERS		2	2	2
D) MAGAZINES		2	2	2
E) COUPONS		N.A.	N.A.	N.A.
F) POINT OF SALE		1	1	1
G) BILLBOARDS		2	2	2
H) CINEMA		2	2	2
I) SAMPLING		1	1	1

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EEMA 9

PHILIP MORRIS INTERNATIONAL FACT BOOK

BULGARIA

	1987	1988	1989	1990	1991	1992
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HEALTH WARNING & T&N LISTING
ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES
	B) CARTONS	NO	NO	NO
	C) ADVERTISING	N.A.	N.A.	N.A.

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	N.A.	N.A.	N.A.

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EEMA 10

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CZECH REPUBLIC

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)*	--	--	25.6	26.5	27.2	25.3
PER CAPITA CONSUMPTION	--	--	1,638	1,701	1,748	N.A.
COMPANY SHARES %						
1) PHILIP MORRIS - TABAK	--	--	57.5	57.8	59.6	66.9
2) S.I.T.	--	--	41.8	41.2	39.6	32.1
3) A.T.W.	--	--	0.7	1.0	0.8	1.0

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	1987	1988	1989	1990	1991	1992
1) PETRA	PHILIP MORRIS	--	--	28.3	29.5	34.4	37.2
2) MARS	S.I.T.	--	--	25.0	24.5	27.6	21.3
3) SPARTA	PHILIP MORRIS	--	--	8.3	9.2	10.4	11.0
4) START	PHILIP MORRIS	--	--	7.5	7.8	6.1	9.3
5) DALILA	S.I.T.	--	--	11.9	11.9	8.2	6.7
6) MARLBORO	PHILIP MORRIS	--	--	0.5	0.4	1.2	5.3
7) INKA	S.I.T.	--	--	--	--	0.8	2.4
8) DISCO	PHILIP MORRIS	--	--	3.0	3.4	2.5	1.1
9) BAKARA	PHILIP MORRIS	--	--	--	--	0.1	1.0
10) CLEA	PHILIP MORRIS	--	--	5.7	4.6	2.7	0.9

*Excludes Imports.

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EEMA 11

PHILIP MORRIS INTERNATIONAL FACT BOOK

CZECH REPUBLICS

	1987	1988	1989	1990	1991	1992
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CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
 2) BANNED
 3) RESTRICTED

A) TELEVISION	2	3	3
B) RADIO	2	3	3
C) NEWSPAPERS	3	3	3
D) MAGAZINES	3	3	3
E) COUPONS	3	3	3
F) POINT OF SALE	3	3	3
G) BILLBOARDS	3	3	3
H) CINEMA	3	3	3
I) SAMPLING	3	3	3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES
	B) CARTONS	NO	NO	NO
	C) ADVERTISING	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

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EEMA 12

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: EGYPT

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	48.7	45.3	43.5	41.2	41.5	39.5
PER CAPITA CONSUMPTION	910	841	789	730	718	N.A.
COMPANY SHARES %						
1) EASTERN TOBACCO	96.9	97.1	96.9	95.9	95.7	95.0
2) PHILIP MORRIS (LIC. 1986)	2.5	2.2	2.2	3.2	3.6	4.5
3) ROTHMANS (LIC. 1986)	0.4	0.3	0.4	0.4	0.5	0.2
OTHERS	0.2	0.4	0.5	0.5	0.2	0.3
BRAND FAMILY SHARES %						
BRAND NAME	TRADEMARK	OWNERSHIP				
1) CLEOPATRA	EASTERN TOBACCO	94.7	94.4	93.8	90.8	90.9
2) MARLBORO	PHILIP MORRIS	2.5	2.2	2.2	3.2	3.6
3) OTHER LOCAL	EASTERN TOBACCO	2.2	2.7	3.1	5.1	4.8
4) ROTHMANS	ROTHMANS	0.4	0.3	0.4	0.3	0.4
5) KENT	B.A.T.	0.2	0.2	0.2	0.2	0.1
MARKET SEGMENTATION %						
FILTER	100.0	100.0	100.0	100.0	100.0	100.0
TAR & NICOTINE SEGMENTATION %						
HIGH/FULL FLAVOR	94.8	96.4	97.4	97.9	99.1	99.1
LOW	5.2	3.6	2.6	2.1	0.9	0.9
LENGTH SEGMENTATION %						
80/85 MM	69.0	74.7	77.8	74.1	77.6	81.6
100 MM	31.0	25.3	22.2	25.9	22.4	18.4

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EEMA 13

(EGYPT)

	1987	1988	1989	1990	1991	1992
PACK TYPE SEGMENTATION %						
SOFT	91.2	93.5	94.3	91.9	92.2	92.3
BOX	8.8	6.5	5.7	8.1	7.8	7.7
TOBACCO TYPE SEGMENTATION %						
ORIENTAL	96.9	97.1	96.9	95.9	95.7	95.0
AMERICAN	2.7	2.4	2.5	3.6	3.7	4.7
VIRGINIA	0.4	0.4	0.6	0.5	0.6	0.3
COMPANY SHARES-INTERNATIONAL SEGMENT %						
1) PHILIP MORRIS	81.2	77.2	71.5	79.0	84.2	90.6
2) ROTHMANS	11.4	11.2	14.6	9.5	10.8	4.6
3) GALLAHER	1.0	2.2	3.1	1.9	1.8	1.6
4) BROWN & WILLIAMSON	5.1	6.7	6.8	4.6	1.8	1.5
5) R.J. REYNOLDS	0.3	1.2	2.4	4.0	0.9	1.2
6) AMERICAN TOBACCO	--	--	--	0.4	0.4	0.4
7) B.A.T.	0.9	1.5	1.6	0.7	0.2	0.1
OTHERS	0.1	--	--	--	--	--
BRAND FAMILY SHARES - INTERNATIONAL SEGMENT %						
	TRADEMARK OWNERSHIP					
1) MARLBORO	PHILIP MORRIS	81.2	77.2	71.5	79.0	84.2
2) ROTHMANS	ROTHMANS	11.4	11.2	13.4	7.7	9.4
3) SILK CUT	GALLAHER	1.0	2.2	3.1	1.9	1.8
4) KENT	BROWN & WILLIAMSON	5.1	6.7	6.8	4.6	1.8
5) DUNHILL	ROTHMANS	--	--	1.2	1.8	1.4
6) CAMEL	R.J. REYNOLDS	0.3	0.6	0.6	0.8	0.3
7) WINSTON	R.J. REYNOLDS	--	0.6	1.7	3.2	0.6
8) DU MAURIER	B.A.T.	0.9	1.5	1.6	0.7	0.2

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EEMA 14

(EGYPT)

1987 1988 1989 1990 1991 1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	3	3	3	*1	*1
D) MAGAZINES	3	3	3	*1	*1
E) COUPONS	-	-	3	*1	*1
F) POINT OF SALE	3	3	3	*1	*1
G) BILLBOARDS	3	3	3	*1	*1
H) CINEMA	2	2	2	2	2
I) SAMPLING	1	1	3	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

**Restrictions on use of government buildings or official newspapers, schools, hospitals.*

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EEMA 15

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: FINLAND

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	7.7	7.4	7.7	7.1	6.9	6.9
PER CAPITA CONSUMPTION	1,569	1,502	1,552	1,431	1,362	N.A.
COMPANY SHARES %						
1)PHILIP MORRIS	59.9	62.3	63.6	65.5	64.5	64.8
2)SUOMEN-TUPAKKA (BAT)	20.1	19.8	19.0	18.3	18.5	17.1
3)RETTIG	15.3	13.3	12.4	11.4	12.0	14.3
4)R.J. REYNOLDS	1.6	2.0	2.5	2.7	2.9	2.3
5)AMER-TUPAKKA	3.0	2.6	2.4	1.9	1.6	1.0
OTHERS	0.1	--	0.1	0.2	0.5	0.4
BRAND FAMILY SHARES %						
BRAND NAME	MANUFACTURER					
1)MARLBORO	PHILIP MORRIS	44.4	45.6	45.8	46.7	44.4
2)BELMONT	PHILIP MORRIS	15.1	16.2	17.5	18.3	19.5
3)NORTH STATE	SUOMEN TUPAKKA	15.8	14.7	14.0	12.8	12.0
4)L&M	PHILIP MORRIS	0.1	0.1	0.1	0.1	0.1
5)DOWNTOWN	RETTIG	---	---	---	---	1.1
6)COLT	RETTIG	8.4	7.2	6.8	6.3	6.0
7)BARCLAY	B.A.T.	2.6	3.0	3.6	4.2	5.2
8)RETTIG LIGHTS	RETTIG	3.9	3.7	3.5	3.2	3.1
9)CAMEL	R.J. REYNOLDS	1.5	2.0	2.4	2.6	2.9
10)ARMIRO	RETTIG	2.0	1.7	1.6	1.5	1.1
MARKET SEGMENTATION %						
FILTER	99.4	99.5	99.6	99.7	99.7	99.7
NON-FILTER	0.6	0.5	0.4	0.3	0.3	0.3

2500058839

EEMA 16

(FINLAND)

	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR	63.7	61.1	58.7	56.5	53.1	51.6
LIGHTS	18.9	19.2	19.3	19.7	20.8	22.4
SUPERLIGHTS	11.3	12.4	13.5	16.2	15.5	14.4
MENTHOL	6.1	7.3	8.5	9.6	10.6	11.6
PACK TYPE SEGMENTATION %						
BOX	37.1	37.2	39.7	40.6	44.1	50.0
SOFT	62.8	62.7	60.3	59.4	55.9	50.0
LENGTH SEGMENTATION %						
60-75 MM	18.1	16.6	15.6	14.3	13.5	12.2
76-82 MM	77.9	78.4	77.6	78.4	47.3	8.4
83-85 MM	3.0	3.8	5.9	6.7	38.6	78.9
86 AND ABOVE	.9	1.2	0.8	0.7	0.6	0.4
MENTHOL SEGMENTATION %						
MENTHOL	6.1	7.3	8.5	9.6	10.6	11.6
NON-MENTHOL	93.9	92.7	91.5	90.4	89.4	88.4

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EEMA 17

(FINLAND)

1987 1988 1989 1990 1991 1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	*2	*2	2	2	2
D) MAGAZINES	*2	*2	2	2	2
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	2	2	2	2	2
G) BILLBOARDS	2	2	2	2	2
H) CINEMA	2	2	2	2	2
I) SAMPLING	2	2	2	2	2

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	N.A.	**	N.A.	N.A.	N.A.

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	N.A.	**	N.A.	N.A.	N.A.

*Trade Press permitted.

**Prohibited.

2500058841

EEMA 18

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GABON

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.5	0.5	0.4	0.4	0.4	0.4
PER CAPITA CONSUMPTION	472	455	354	342	331	N.A.
COMPANY SHARES %						
1) ROTHMANS	49.8	47.1	51.6	52.3	52.6	52.5
2) BOLLORE	31.0	39.0	38.1	39.5	38.0	35.1
3) PHILIP MORRIS	14.5	10.2	7.3	6.0	7.6	7.6
4) SEITA	3.9	2.9	2.2	1.9	1.8	4.7
5) B.A.T.	0.6	0.7	0.4	0.3	0.0	0.1
6) R.J. REYNOLDS	0.2	0.1	0.0	0.0	0.0	0.0

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER	1987	1988	1989	1990	1991	1992
1) DUNHILL	ROTHMANS	41.4	41.3	46.5	49.5	51.0	50.0
2) GABONAISES	BOLLORE	25.3	31.9	29.2	28.8	25.0	22.6
3) SPRINT	BOLLORE	5.5	7.2	8.9	10.8	10.9	10.8
4) MARLBORO	PHILIP MORRIS	14.5	10.2	7.3	6.0	7.6	5.0
5) BOSTON	BOLLORE	---	---	---	---	2.1	1.7
6) CRAVEN	ROTHMANS	6.7	4.4	4.0	2.1	1.2	1.6
7) GITANES	SEITA	2.6	1.8	1.4	1.3	1.0	0.9
8) PETER STUYVESANT	ROTHMANS	1.0	0.9	0.9	0.7	0.4	0.8
9) ROYALES	SEITA	0.4	0.5	0.4	0.4	0.5	0.3
10) GAULOISES	SEITA	0.7	0.5	0.3	0.2	0.1	0.0

2500058842

EEMA 19

PHILIP MORRIS INTERNATIONAL FACT BOOK

(GABON)

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES 2) BANNED 3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	1	1	1	1
C) NEWSPAPERS	2	2	1	1	1	1
D) MAGAZINES	2	2	1	1	1	1
E) COUPONS	-	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO

2500058843

EEMA 20

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: HUNGARY

	EX-DISTRIBUTOR			EX-FACTORY		
	1987	1988	1989	1990	1991	
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	26.2	26.2	26.4	26.5	25.2	23.7
PER CAPITA CONSUMPTION	2,565	2,509	2,541	2,557	2,433	N.A.
COMPANY SHARES - LICENSEE SEGMENT %						
1) B.A.T. - PECS	35.8	37.8	43.1	45.7	47.4	47.9
2) REEMTSMA - DEBRECEN	42.4	41.1	37.1	36.1	34.7	35.1
3) PHILIP MORRIS - EGER	11.9	11.6	11.1	10.2	8.5	13.3
4) R.J. REYNOLDS - SATO	9.2	8.9	8.0	7.5	9.0	3.4
OTHERS	0.7	0.6	0.7	0.5	0.4	0.3
BRAND FAMILY SHARES %						
BRAND NAME		TRADEMARK	OWNERSHIP			
1) SOPIANAE		B.A.T.	35.7	37.7	42.9	45.4
2) SYMPHONIA		REEMTSMA	42.1	40.9	36.9	35.9
3) MULTIFILTER		PHILIP MORRIS	0.3	0.3	0.3	0.2
4) HELIKON		PHILIP MORRIS	2.4	2.9	3.1	2.8
5) MARLBORO		PHILIP MORRIS	2.5	2.9	3.3	3.2
6) KOSSUTH		R.J. REYNOLDS	4.7	4.3	3.7	3.4
7) MUNKAS		R.J. REYNOLDS	4.3	4.2	3.8	3.6
8) ROMANC		PHILIP MORRIS	3.9	3.0	2.1	1.7
9) FECSKE		PHILIP MORRIS	1.6	1.4	1.1	0.9
10) DELIBAB		REEMTSMA	0.2	0.2	0.2	0.2

2500058844

EEMA 21

NAME OF MARKET: HUNGARY

1987 1988 1989 1990 1991 1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
 2) BANNED
 3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2
D) MAGAZINES	2	2	2	2	2
E) COUPONS	N.A.	2	N.A.	N.A.	N.A.
F) POINT OF SALE	3	*3	*3	*3	*3
G) BILLBOARDS	3	**3	2	2	2
H) CINEMA	2	2	2	2	2
I) SAMPLING	1	**1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	PROHIBITED	NO	N.A.	N.A.	N.A.

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	PROHIBITED	NO	N.A.	N.A.	N.A.

*Indoor only.

**Outdoor and indoor.

2500058845

EEMA 22

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: IVORY COAST

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	3.4	3.1	3.1	2.6	2.6	2.5
PER CAPITA CONSUMPTION	349	279	266	218	209	N.A.
COMPANY SHARES %						
1) <i>ROTHMANS INTERNATIONAL</i>	20.2	27.4	29.6	36.5	43.2	47.0
2) <i>SITAB</i>	37.5	34.0	29.7	29.0	26.0	22.2
3) <i>SEITA</i>	25.3	16.1	17.6	18.7	17.6	18.8
4) <i>PHILIP MORRIS</i>	13.6	14.6	15.3	13.5	10.9	10.2
5) <i>B.A.T.</i>	3.1	7.2	7.3	2.2	2.3	1.7
<i>OTHERS</i>	0.3	0.7	0.5	0.1	---	---

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER	1987	1988	1989	1990	1991	1992
1) <i>RAVEN A</i>	<i>ROTHMANS</i>	16.6	22.7	24.0	28.5	33.6	35.7
2) <i>FINE</i>	<i>SEITA</i>	12.9	5.7	9.1	10.8	10.9	13.0
3) <i>MARLBORO</i>	<i>PHILIP MORRIS</i>	13.6	14.6	15.3	13.5	10.9	10.2
4) <i>OLYMPIC</i>	<i>SITAB</i>	9.5	9.2	8.9	9.1	7.9	6.9
5) <i>JOB</i>	<i>SITAB</i>	11.7	10.4	9.0	8.3	6.9	5.7
6) <i>DUNHILL</i>	<i>ROTHMANS</i>	1.0	1.4	1.7	2.8	3.7	5.1
7) <i>GOLDEN CLUB</i>	<i>SITAB</i>	11.0	9.6	7.0	6.0	5.3	4.3
8) <i>GAULOISES</i>	<i>SEITA</i>	8.9	7.3	5.8	5.3	4.6	4.0
9) <i>ROTHMANS</i>	<i>ROTHMANS</i>	0.8	1.1	1.3	2.2	2.6	3.3
10) <i>ST. MORITZ</i>	<i>ROTHMANS</i>	1.6	2.2	2.5	2.9	3.1	2.9

2500058846

EEMA 23

PHILIP MORRIS INTERNATIONAL FACT BOOK

(IVORY COAST)

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES 2) BANNED 3) RESTRICTED						
A) TELEVISION	2	2	*3	*3	*3	*3
B) RADIO	1	1	3	3	*3	*3
C) NEWSPAPERS	1	1	1	3	*3	*3
D) MAGAZINES	1	1	1	3	*3	*3
E) COUPONS	N.A.	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	3	*3	*3
H) CINEMA	1	1	3	3	*3	*3
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO

*By Industry Voluntary Code of Conduct.

2500058847

EEMA 24

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: KUWAIT

	1987	1988	1989	*1990	*1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.9	2.9	3.1	1.9	1.4	2.5
PER CAPITA CONSUMPTION	1,620	1,454	1,495	871	N.A.	1,859

COMPANY SHARES %

1)PHILIP MORRIS	42.4	42.3	44.2	45.5	60.8	56.7
2)ROTHMANS	24.9	22.6	19.7	19.4	18.7	15.5
3)B.A.T.	13.8	12.7	13.0	12.9	6.4	11.3
4)BROWN & WILLIAMSON	9.8	11.0	9.0	8.0	5.2	5.2
5)R.J. REYNOLDS	2.5	2.9	3.4	3.8	3.3	4.8
6)GALLAHER	2.0	1.8	1.9	2.0	2.0	2.0
OTHERS	4.6	6.7	8.8	8.4	3.6	4.5

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER	1987	1988	1989	*1990	1991	1992
1)MARLBORO	PHILIP MORRIS	38.5	37.4	38.8	39.8	53.0	47.7
2)ROTHMANS	ROTHMANS	16.9	14.4	12.4	12.0	9.1	8.4
3)PLAYERS GOLD LEAF	B.A.T.	8.7	8.1	8.1	7.6	3.4	6.0
4)MERIT	PHILIP MORRIS	2.0	2.5	2.8	3.0	5.0	5.0
5)CLEOPATRA	EASTERN TOBACCO	2.9	4.7	7.2	7.1	3.0	3.9
6)L&M	PHILIP MORRIS	1.6	2.0	2.2	2.2	2.8	3.6
7)CRAVEN A	ROTHMANS	3.0	3.9	3.6	3.8	5.3	3.5
8)STATE EXPRESS	B.A.T.	2.5	2.4	2.6	2.8	1.7	3.2
9)VICEROY	BROWN & WILLIAMSON	4.4	5.9	4.9	4.5	2.7	2.8
10)GOLD COAST	R.J. REYNOLDS	0.4	0.8	1.6	2.3	2.1	3.2

TAR & NICOTINE SEGMENTATION %

FULL FLAVOR (10-12MG)	85.3	83.7	83.4	82.6	80.6	80.8
LIGHTS (6-10MG)	10.4	11.7	12.1	12.4	12.9	12.1
SUPERLIGHTS (<6MG)	4.3	4.6	4.5	5.0	6.5	7.1

TOBACCO TYPE SEGMENTATION %

VIRGINIA	40.3	37.0	34.6	33.8	26.1	28.0
AMERICAN	56.8	58.0	58.0	59.0	70.9	68.0
OTHERS	2.9	5.0	7.4	7.3	3.0	4.0

*Kuwait market closed August 2, 1990 and re-opened in mid-1991.

EEMA 25

2500058848

PHILIP MORRIS INTERNATIONAL FACT BOOK

(KUWAIT)

	1987	1988	1989	1990	1991	1992
PRICE SEGMENTATION %						
ABOVE PREMIUM	1.8	1.6	1.6	1.6	3.0	2.2
PREMIUM	70.7	66.5	64.8	64.8	61.9	56.6
BELOW PREMIUM	5.7	5.5	5.2	5.3	15.8	16.8
MEDIUM	10.6	10.6	10.5	9.9	6.6	10.2
LOW	11.2	15.8	17.8	18.4	12.3	13.5
CHEAP	0.0	0.0	0.0	0.0	0.3	0.7

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	3	3	N.A.
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	2	2	2	2	2
H) CINEMA	2	2	2	2	2
I) SAMPLING	*2	*2	2/3	**3	***3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

*Tolerated at events held indoors.

**For major events - Municipality approval.

***Indoor only and restricted by type of premises.

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MALI

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1.5	1.4	1.8	1.8	1.6	1.6
PER CAPITA CONSUMPTION	175	179	224	218	164	N.A.

COMPANY SHARES %

1) SONATAM	60.8	63.7	51.4	52.5	54.6	44.4
2) ROTHMANS	11.8	13.0	28.1	30.0	31.2	39.3
3) PHILIP MORRIS	15.6	13.5	13.4	13.1	11.3	13.5
4) SEITA	7.9	8.8	6.7	4.2	2.8	2.8
5) R.J. REYNOLDS	3.7	0.7	0.5	0.1	--	--
6) BROWN & WILLIAMSON	0.2	0.2	--	--	--	--
OTHERS	--	--	--	--	--	--

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER	1987	1988	1989	1990	1991	1992
1) LIBERTE	SONATAM	54.7	56.5	46.4	49.4	48.7	41.9
2) CLAREMONT	ROTHMANS	--	--	11.6	14.2	18.7	19.6
3) MARLBORO	PHILIP MORRIS	15.6	13.5	13.4	13.0	11.3	13.5
4) CRAVEN	ROTHMANS	7.0	7.6	10.2	9.3	7.0	9.5
5) DUNHILL	ROTHMANS	4.5	5.3	6.1	6.3	5.2	9.9
6) MANSA	SONATAM	6.1	7.2	5.0	3.1	5.9	2.5
7) GAULOISES	SEITA	7.9	6.6	4.3	3.0	2.0	2.1
8) FINE	SEITA	--	2.1	2.3	1.2	0.8	0.7
9) ST. MORITZ	ROTHMANS	--	--	--	--	0.2	0.3
10) GITANES	SEITA	--	--	0.1	0.1	0.1	0.0

PRICE SEGMENTATION %

ABOVE PREMIUM	20.2	18.8	19.4	19.4	10.3	10.2
PREMIUM	7.3	9.9	13.2	10.9	8.8	13.5
HIGH	3.9	1.0	11.7	14.3	12.5	10.3
MEDIUM	14.0	13.9	9.3	9.1	21.8	25.1
LOW	54.7	56.5	46.4	46.4	46.6	41.0

PHILIP MORRIS INTERNATIONAL FACT BOOK

(MALI)

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	***3	***3
B) RADIO	2	2	**1	***3	***3	***3
C) NEWSPAPERS	1	1	**1	***3	***3	***3
D) MAGAZINES	1	1	**1	***3	***3	***3
E) COUPONS	N.A.	N.A.	**1	***3	***3	***3
F) POINT OF SALE	*1	*1	**1	***3	***3	***3
G) BILLBOARDS	2	2	**1	***3	***3	***3
H) CINEMA	2	1	**1	***3	***3	***3
I) SAMPLING	N.A.	1	**1	***3	***3	***3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO

*Specific restriction for tobacco advertising.

**To be channelled through the monopoly.

***By voluntary agreement.

2500058851

EEMA 28

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MALTA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	640	645	640	630	630	610
OF WHICH LOCAL MANUFACTURE: %	99.5	99.4	99.4	99.4	99.4	99.4
1) IMPORTED FROM 1) US	0.4	0.3	0.3	0.3	0.3	0.3
2) UK	0.4	0.3	0.3	0.3	0.3	0.3
POPULATION TOTAL (MILLIONS)	0.34	0.35	0.35	0.35	0.35	0.35
PER CAPITA CONSUMPTION	1,882	1,843	1,829	1,800	1,800	1,743

COMPANY SHARES %

1) CARRERAS OF MALTA	62.5	64.0	64.4	63.6	63.4	67.9
2) MALTA TOBACCO (BAT)	30.3	29.5	29.5	29.5	29.5	22.3
3) GALLAHER	3.3	2.5	2.5	3.0	3.2	5.5
4) PHILIP MORRIS	2.8	3.1	3.0	3.3	3.3	3.7
5) A.T.W.	0.8	0.6	0.6	0.6	0.6	0.6

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK	MANUFACTURER	1987	1988	1989	1990	1991	1992
1) ROTHMANS	ROTHMANS	CENTRAL CIG. CO.	45.9	51.1	58.8	57.2	57.0	59.7
2) DU MAURIER	B.A.T.	CENTRAL CIG. CO.	25.6	24.0	23.2	23.2	23.2	16.5
3) DUNHILL	ROTHMANS	CENTRAL CIG. CO.	15.0	15.4	11.2	11.2	11.2	8.2
4) MARLBORO	PHILIP MORRIS	A.T.W. (MALTA)	2.8	3.1	2.7	3.1	3.2	3.7
5) SILK CUT	AMERICAN	GALLAHER	3.3	2.5	1.8	3.0	3.1	5.5
6) B&H	B.A.T.	CENTRAL CIG. CO.	4.7	2.3	1.7	1.7	1.7	7.8
7) MILDE SORTE	A.T.W.	A.T.W. (MALTA)	0.5	0.3	0.3	0.3	0.3	0.3
8) RONSON	A.T.W.	A.T.W. (MALTA)	0.3	0.3	0.3	0.3	0.3	0.3

MARKET SEGMENTATION %

FILTER	100.0	100.0	100.0	100.0	100.0	100.0
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EEMA 29

PHILIP MORRIS INTERNATIONAL FACT BOOK

(MALTA)

	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
LOW (-15mg)	91.0	91.0	91.0	91.0	91.0	91.0
HIGH/FULL FLAVOR (+15mg)	9.0	9.0	9.0	9.0	9.0	9.0
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	3.1	3.4	3.0	3.4	3.4	4.1
VIRGINIA	95.4	96.3	96.7	96.3	96.3	95.6
EUROPEAN	0.5	0.3	0.3	0.3	0.3	0.3
LENGTH SEGMENTATION %						
70 MM AND SHORTER	56.1	55.1	54.5	54.5	54.5	41.8
71 MM TO 85 MM	43.9	44.9	45.5	45.5	45.5	58.2
PACK TYPE SEGMENTATION %						
FLIP TOP BOX	100.0	100.0	100.0	100.0	100.0	100.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	3	3	3	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	3	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	1	1
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	1	1	1	1	1	1

(MALTA)

1987 1988 1989 1990 1991 1992

HEALTH WARNING & T&N LISTINGS
ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES
	B) CARTONS	NO	NO
	C) ADVERTISING	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES
B) CARTONS	NO	NO
C) ADVERTISING	NO	NO

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EEMA 31

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MOROCCO

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	14.8	14.8	14.7	14.2	14.0	13.8
PER CAPITA CONSUMPTION	675	623	601	567	544	N.A.

COMPANY SHARES %

1)REGIE DES TABACS	91.4	90.2	88.7	88.2	86.2	85.6
2)R.J. REYNOLDS	5.0	6.2	6.3	6.6	8.1	8.5
3)PHILIP MORRIS	3.0	3.1	4.4	4.6	5.1	5.3
4)BROWN & WILLIAMSON	0.3	0.3	0.3	0.2	0.2	0.3
OTHERS	0.3	0.2	0.3	0.4	0.4	0.3

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER	1987	1988	1989	1990	1991	1992
1)CASA SPORT	REGIE	51.8	50.7	47.0	45.1	37.8	34.7
2)MARQUISES	REGIE	4.6	7.2	11.9	13.9	18.5	22.4
3)OLYMPIC	REGIE	16.0	13.2	11.0	9.8	11.0	13.3
4)WINSTON	R.J. REYNOLDS	4.9	6.0	6.2	6.5	8.0	8.3
5)MARLBORO	PHILIP MORRIS	3.0	3.1	4.4	4.5	5.1	5.3
6)BEST	REGIE	6.2	6.7	7.4	7.6	7.8	5.1
7)MARVEL	REGIE	0.2	0.1	0.7	2.8	3.7	3.6
8)FAVORITES	REGIE	3.7	2.3	2.9	2.4	1.9	1.9
9)MAGHREB	REGIE	3.7	3.7	3.2	2.9	2.7	1.7
10)TROUPE FAR	REGIE	2.2	2.9	2.3	2.0	1.4	1.0

MARKET SEGMENTATION %

FILTER	42.2	44.1	47.8	50.5	59.0	62.4
NON-FILTER	57.8	55.9	52.2	49.5	41.0	37.6

INTERNATIONAL/LOCAL SEGMENTATION %

LOCAL	91.4	90.2	88.7	88.2	86.2	85.6
INTERNATIONAL	8.6	9.8	11.3	11.8	13.8	14.4

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EEMA 32

PHILIP MORRIS INTERNATIONAL FACT BOOK

(MOROCCO)

	1987	1988	1989	1990	1991	1992
COMPANY SHARES - IMPORTS SEGMENT %						
1)R.J. REYNOLDS	58.1	62.5	56.1	56.5	58.8	58.8
2)PHILIP MORRIS	34.5	31.6	38.8	38.7	36.9	36.9
3)BROWN & WILLIAMSON	3.2	2.7	2.3	2.1	1.8	1.8
OTHERS	4.2	3.2	2.8	2.7	2.5	2.5

BRAND FAMILY SHARES - IMPORTS SEGMENT %

BRAND NAME	MANUFACTURER	1987	1988	1989	1990	1991	1992
1)WINSTON	R.J. REYNOLDS	56.4	60.6	54.8	55.2	57.5	57.4
2)MARLBORO	PHILIP MORRIS	34.4	31.4	38.7	38.7	36.8	36.9
3)KENT	BROWN & WILLIAMSON	3.2	2.7	2.3	2.1	1.8	1.8
4)CAMEL	R.J. REYNOLDS	1.3	1.7	1.2	1.2	1.1	1.2

(MOROCCO)

1987 1988 1989 1990 1991 1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	***1	1	1
C) NEWSPAPERS	*3	*3	***3	***3	***3
D) MAGAZINES	*3	*3	***3	***3	***3
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	3	3	***3	***3	***3
G) BILLBOARDS	3	3	***3	***3	***3
H) CINEMA	1	1	***1	1	1
I) SAMPLING	**3	**3	***3	***3	***3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

*Allowed only for new launches (max. 3 months).

**During promotions only.

***Subject to approval of the monopoly.

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EEMA 34

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: NIGERIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	7.7	8.7	8.5	7.2	6.7	6.6
PER CAPITA CONSUMPTION	78	83	81	66	60	N.A.
COMPANY SHARES %						
1)NIGERIA TOBACCO COMPANY (N.T.C.)	79.4	82.0	82.5	86.1	87.2	88.4
2)INTERNATIONAL TOBACCO COMPANY (I.T.C.)	20.6	18.0	17.5	13.9	12.8	11.6
BRAND FAMILY SHARES %						
BRAND NAME	MANUFACTURER					
1)THREE RINGS	N.T.C.	32.1	35.7	35.1	38.2	38.7
2)GOLD LEAF	N.T.C.	13.7	10.8	13.0	12.7	15.4
3)SM	N.T.C.	11.9	13.0	12.9	15.4	15.5
4)HIGH SOCIETY	N.T.C.	13.9	10.4	9.1	10.6	11.8
5)LINK	I.T.C.	10.2	8.1	8.5	7.4	6.9
6)MARS	N.T.C.	5.7	6.0	5.6	6.3	5.8
7)GREEN SPOT	I.T.C.	3.9	4.4	4.6	4.4	4.1
8)EXCEL	N.T.C.	--	--	--	0.1	0.2
9)TARGET	I.T.C.	6.5	5.2	3.9	1.9	1.9
10)BICYCLE	N.T.C.	---	0.6	0.6	0.7	1.2
MARKET SEGMENTATION %						
FILTER	98.0	94.8	94.6	93.7	92.7	93.6
NON-FILTER	2.0	5.2	5.4	6.3	7.3	6.4
PRICE SEGMENTATION %						
HIGH	29.6	26.7	25.9	23.4	24.3	27.5
MEDIUM	10.7	11.8	11.0	7.9	31.9	64.9
LOW	59.7	61.5	63.1	68.6	43.8	7.6

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EEMA 35

PHILIP MORRIS INTERNATIONAL FACT BOOK

(NIGERIA)

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	2	2	2	3
B) RADIO	1	1	3	2	2	3
C) NEWSPAPERS	1	1	3	1	1	3
D) MAGAZINES	1	1	3	1	1	3
E) COUPONS	N.A.	1	3	1	1	1
F) POINT OF SALE	1	1	3	1	1	1
G) BILLBOARDS	1	1	3	1	1	3
H) CINEMA	1	1	3	1	1	3
I) SAMPLING	2	1	3	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	YES	YES	YES	NO

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EEMA 36

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: NORWAY

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.7	2.8	2.9	2.9	3.0	2.7
PER CAPITA CONSUMPTION	654	676	694	695	708	N.A.
COMPANY SHARES %						
1)SKANDINAVISK TOBACCO CO. (STC)	39.9	42.1	46.5	49.7	51.9	53.8
2)PHILIP MORRIS	14.3	14.4	15.0	15.0	15.4	15.5
3)B.A.T.	13.9	13.5	12.6	11.6	10.6	9.4
4)BROWN & WILLIAMSON	8.8	7.9	8.3	7.9	7.7	7.5
5)TIEDEMANNS	7.8	8.1	8.0	7.3	7.0	6.7
6)ROTHMANS	9.1	8.4	5.2	4.5	4.1	3.7
7)R.J. REYNOLDS	4.6	4.1	2.9	3.1	2.8	2.9
OTHERS	1.6	1.4	1.5	0.9	0.5	0.5

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER	1987	1988	1989	1990	1991	1992
1)PRINCE	S.T.C	39.9	42.1	46.5	49.7	51.9	53.8
2)MARLBORO	PHILIP MORRIS	11.8	12.0	12.8	12.9	13.4	13.7
3)PALL MALL	BAT/ROTHMANS	13.2	13.1	11.9	11.0	9.7	8.8
4)BARCLAY	BROWN & WILLIAMSON	8.0	7.4	7.9	7.5	7.3	7.2
5)PETTEROE'S	TIEDEMANNS	2.4	2.5	2.7	3.0	3.4	3.7
6)DUNHILL	ROTHMANS	6.5	6.3	4.3	3.8	3.5	3.2
7)MERIT	PHILIP MORRIS	2.4	2.3	2.1	1.9	1.7	1.7
8)CAMEL	R.J. REYNOLDS	1.3	1.3	1.1	1.0	1.0	1.3
9)SOUTH STATE	TIEDEMANNS	2.7	2.3	2.1	1.7	1.4	1.2
10)SALEM	R.J. REYNOLDS	2.0	1.8	1.3	1.2	1.1	1.0

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EEMA 37

<u>(NORWAY)</u>	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
<i>FULL FLAVOR (15 MG AND ABOVE)</i>	55.6	52.5	48.7	45.1	42.8	41.5
<i>LIGHTS (8-14 MG)</i>	34.7	38.2	41.7	45.6	48.1	49.5
<i>SUPERLIGHTS (0-7 MG)</i>	9.7	9.3	9.6	9.3	9.1	9.0
MARKET SEGMENTATION %						
<i>FILTER</i>	92.6	93.4	94.0	94.6	95.5	95.9
<i>NON-FILTER</i>	7.4	6.6	6.0	5.4	4.5	4.1
PACK TYPE SEGMENTATION %						
<i>BOX</i>	89.1	90.3	90.5	91.1	92.2	92.4
<i>SOFT</i>	10.6	9.5	9.4	8.8	7.7	7.6
<i>OTHERS</i>	0.3	0.2	0.1	0.1	0.1	0.0
PACK COUNT SEGMENTATION %						
<i>10'S PACK</i>	15.6	15.1	15.7	15.2	15.9	17.0
<i>18'S PACK</i>	0.0	0.0	0.0	0.1	0.2	0.2
<i>20'S PACK</i>	84.4	84.9	84.3	84.7	83.9	82.8
<i>50'S PACK</i>	---	---	0.0	0.0	0.0	0.0
LENGTH SEGMENTATION %						
<i>67-75 MM</i>	3.6	2.9	2.6	2.2	1.9	1.7
<i>76-82 MM</i>	3.1	2.8	2.1	2.1	1.6	1.5
<i>83-85 MM</i>	93.2	94.3	95.4	95.7	96.4	96.7
<i>86 AND ABOVE</i>	0.1	0.0	0.0	0.0	0.0	0.0
MENTHOL SEGMENTATION %						
<i>MENTHOL</i>	7.3	7.0	5.7	4.9	4.4	4.0
<i>NON-MENTHOL</i>	92.7	93.0	94.3	95.1	95.6	96.0

(NORWAY)

1987 1988 1989 1990 1991 1992

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2
D) MAGAZINES	2	2	2	2	2
E) COUPONS	N.A.	2	2	2	2
F) POINT OF SALE	2	2	2	2	2
G) BILLBOARDS	2	2	2	2	2
H) CINEMA	2	2	2	2	2
I) SAMPLING	2	2	2	2	2

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	PROHIBITED	PROHIBITED	PROHIBITED	N.A.	N.A.

SPECIFIC T&N NUMBERS ON:

	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	PROHIBITED	PROHIBITED	PROHIBITED	N.A.	N.A.

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EEMA 39

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: OMAN

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1.1	1.1	1.1	1.2	1.2	1.3
PER CAPITA CONSUMPTION	834	793	750	787	720	N.A.

COMPANY SHARES %

1)B.A.T.	45.1	43.5	43.6	43.3	41.0	39.4
2)ROTHMANS	38.4	37.1	35.3	33.8	32.4	31.4
3)PHILIP MORRIS	7.1	8.7	10.2	12.2	14.8	16.8
4)R.J. REYNOLDS	1.1	2.4	3.2	3.4	4.5	7.6
5)GALLAHER	2.2	2.6	2.6	2.2	2.3	1.6
6)BROWN & WILLIAMSON	1.0	1.0	1.0	0.8	0.7	0.6
OTHERS	5.1	4.8	4.2	4.3	4.3	2.6

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER	1987	1988	1989	1990	1991	1992
1)ROTHMANS	ROTHMANS	26.7	22.7	20.9	19.8	18.8	17.9
2)MARLBORO	PHILIP MORRIS	6.5	7.9	9.7	11.7	13.8	15.1
3)PLAYERS GOLD LEAF	B.A.T.	21.7	18.7	17.0	16.1	14.7	13.4
4)CAPSTAN	B.A.T.	5.5	6.2	7.3	8.8	10.9	10.7
5)STATE EXPRESS	B.A.T.	8.6	8.6	8.7	8.4	7.1	6.2
6)DUNHILL	ROTHMANS	8.0	7.4	7.1	6.6	6.4	6.1
7)CRAVEN A	ROTHMANS	2.3	5.5	6.0	6.1	6.2	5.8
8)WILLS GOLD FLAKE	B.A.T.	--	1.4	3.8	4.3	3.5	3.5
9)MONTE CARLO	R.J. REYNOLDS	--	--	--	--	0.5	2.8
10)BENSON & HEDGES	B.A.T.	3.3	3.4	3.3	3.0	2.7	2.6

TAR & NICOTINE SEGMENTATION %

FULL FLAVOR (10-12 MG)	95.7	93.3	91.7	91.0	88.1	87.6
LIGHTS (6-9 MG)	3.3	5.3	6.9	7.8	10.5	11.4
SUPERLIGHTS (<6 MG)	1.1	1.4	1.4	1.2	1.3	1.0

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PHILIP MORRIS INTERNATIONAL FACT BOOK

(OMAN)

	1987	1988	1989	1990	1991	1992
PRICE SEGMENTATION %						
ABOVE PREMIUM	0.6	0.7	0.7	0.7	0.8	0.6
PREMIUM	40.5	39.1	38.9	38.6	39.3	38.0
BELOW PREMIUM	12.5	10.8	10.7	9.8	8.3	6.9
MEDIUM	28.1	25.8	23.8	22.6	21.1	19.4
LOW	5.9	7.0	12.6	13.9	14.4	11.4
CHEAP	12.5	16.6	13.3	14.4	16.1	23.7

TOBACCO TYPE SEGMENTATION %

VIRGINIA	89.9	88.2	85.5	83.7	80.4	78.3
AMERICAN	9.2	11.7	13.8	15.4	18.7	21.3
OTHERS	1.0	0.1	0.7	0.9	0.9	0.4

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	N.A.
F) POINT OF SALE	*3	*3	1	**3	**3
G) BILLBOARDS	2	2	2	2	2
H) CINEMA	2	2	2	2	2
I) SAMPLING	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

*No advertising for tobacco in front of outlet.

**Indoor only.

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: POLAND

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	96.0	95.3	86.0	97.5	94.7	92.5
PER CAPITA CONSUMPTION	2,549	2,517	2,272	2,558	2,477	N.A.

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2
B) RADIO	2	2	2
C) NEWSPAPERS	1	1	1
D) MAGAZINES	1	1	1
E) COUPONS	1	1	1
F) POINT OF SALE	1	1	1
G) BILLBOARDS	1	1	1
H) CINEMA	1	1	1
I) SAMPLING	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES
	B) CARTONS	NO	NO	NO
	C) ADVERTISING	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: QATAR

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.6	0.6	0.6	0.6	0.7	0.6
PER CAPITA CONSUMPTION	1,697	1,321	1,278	1,296	1,728	N.A.

COMPANY SHARES %

1)ROTHMANS	44.1	44.0	45.5	42.3	43.1	41.1
2)PHILIP MORRIS	16.9	19.6	20.2	22.7	24.1	27.3
3)B.A.T.	27.2	25.2	21.4	21.9	21.7	21.0
4)R.J. REYNOLDS	2.3	1.7	4.1	5.2	4.0	4.3
5)GALLAHER	3.7	3.0	3.0	2.5	2.3	2.0
6)BROWN & WILLIAMSON	2.9	2.9	2.8	2.1	1.9	1.5
OTHERS	2.9	3.6	3.0	3.3	2.9	2.8

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER	1987	1988	1989	1990	1991	1992
1)MARLBORO	PHILIP MORRIS	16.3	18.6	18.9	18.5	18.6	18.5
2)ROTHMANS	ROTHMANS	27.3	25.9	23.2	17.7	17.4	17.6
3)JUBILEE	ROTHMANS	5.6	8.0	13.3	17.2	19.2	13.9
4)PLAYERS GOLD LEAF	B.A.T.	11.9	11.1	6.9	6.5	8.5	10.4
5)L&M	PHILIP MORRIS	0.3	0.5	0.8	3.7	5.0	7.2
6)CRAVEN A	ROTHMANS	2.1	2.6	2.2	1.7	1.7	5.4
7)WILLS GOLD FLAKE	B.A.T.	---	---	4.2	7.6	6.5	5.0
8)DUNHILL	ROTHMANS	7.3	6.5	6.1	4.8	4.1	3.7
9)STATE EXPRESS 55	B.A.T.	8.1	7.3	5.3	3.7	3.3	2.8
10)BENSON & HEDGES	B.A.T.	3.6	3.2	2.8	2.6	2.2	2.0

TAR & NICOTINE SEGMENTATION %

FULL FLAVOR	89.5	88.5	87.0	84.9	83.7	82.1
LIGHTS	8.2	9.1	10.2	12.5	13.8	15.3
SUPERLIGHTS	2.3	2.4	2.8	2.7	2.6	2.7

PHILIP MORRIS INTERNATIONAL FACT BOOK

(QATAR)

	1987	1988	1989	1990	1991	1992
PRICE SEGMENTATION %						
ABOVE PREMIUM	2.2	1.4	1.2	1.0	0.9	0.7
PREMIUM	58.6	57.4	56.3	48.4	46.1	44.7
BELOW PREMIUM	14.0	12.5	8.3	5.8	5.2	4.3
MEDIUM	14.1	14.7	9.5	1.3	7.2	9.8
LOW	1.9	2.1	2.3	10.9	12.1	12.1
CHEAP	9.1	11.9	22.4	32.6	28.4	28.3

TOBACCO TYPE SEGMENTATION %

VIRGINIA	74.4	72.0	71.5	68.0	68.0	64.9
AMERICAN	22.7	24.5	26.6	30.2	30.4	33.6
OTHERS	2.9	3.5	1.9	1.8	1.6	1.5

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	N.A.
F) POINT OF SALE	*3	*3	3	3	3
G) BILLBOARDS	2	2	2	2	2
H) CINEMA	2	2	2	2	2
I) SAMPLING	**3	**3	3	***3	***3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	YES	YES	YES	YES	YES

*No advertising in front of outlet.

**Tobacco sampling prohibited in public premises.

***For major events - municipality approval required.

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EEMA 44

PHILIP MORRIS INTERNATIONAL FACT BOOK

(QATAR)

	1987	1988	1989	1990	1991	1992
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SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

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EEMA 45

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: REUNION

	1987	1988	1989	1990	1991	1992
TOTAL MARKET (BILLIONS)	0.9	1.0	1.0	0.9	0.9	0.9
POPULATION TOTAL (MILLIONS)	1,254	1,229	1,184	1,050	1,055	N.A.

COMPANY SHARES %

1)BAT	47.6	50.3	52.3	51.7	51.6	50.1
2)SEITA	30.0	26.7	23.4	22.4	20.2	18.3
3)PHILIP MORRIS	8.2	9.4	10.7	12.6	14.6	16.6
4)ROTHMANS	13.0	12.1	12.1	11.7	11.6	12.8
OTHERS	1.2	1.5	1.5	1.6	2.0	2.2

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER	1987	1988	1989	1990	1991	1992
1)GLADSTONE	B.A.T.	38.2	39.9	41.9	41.4	40.1	37.8
2)MARLBORO	PHILIP MORRIS	6.6	7.5	8.3	10.5	12.3	14.0
3)BENSON & HEDGES	B.A.T.	8.5	9.4	9.4	9.5	10.7	11.6
4)GAULOISES	SEITA	16.7	13.9	12.8	12.5	11.2	10.3
5)P. STUYVESANT	ROTHMANS	5.6	5.5	6.1	6.0	6.3	6.5
6)ROYALE	SEITA	3.6	3.4	4.9	4.5	4.1	3.7
7)RAVEN A	ROTHMANS	5.3	4.2	3.9	3.6	3.4	3.0
8)BASTOS	SEITA	5.6	4.8	4.2	3.7	3.3	2.8
9)PHILIP MORRIS	PHILIP MORRIS	1.7	1.9	2.2	1.9	2.2	2.3
10)DUNHILL	ROTHMANS	1.5	1.6	1.5	1.6	1.5	1.6

PRICE SEGMENTATION %

ABOVE PREMIUM	0.3	0.3	0.3	0.3	0.2	0.3
PREMIUM	19.5	22.0	23.0	25.3	33.9	42.1
HIGH	54.9	55.2	58.8	57.4	50.6	42.5
LOW	25.3	22.4	18.0	17.0	15.2	15.1

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EEMA 46

PHILIP MORRIS INTERNATIONAL FACT BOOK

(REUNION)

	1987	1988	1989	1990	1991	1992
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CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	2
D) MAGAZINES	3	3	3	3	2
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	1	1	3	3	2
G) BILLBOARDS	2	2	2	2	2
H) CINEMA	2	2	2	2	2
I) SAMPLING	2	2	3	2	2

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

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EEMA 47

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ROMANIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	35.0	34.5	34.3	32.0	32.0	32.0
POPULATION IN MILLIONS	22.94	23.05	23.15	23.21	23.19	N.A.
PER CAPITA CONSUMPTION	1,526	1,497	1,482	1,379	1,380	N.A.

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
 2) BANNED
 3) RESTRICTED

A) TELEVISION	1	1	1
B) RADIO	1	1	1
C) NEWSPAPERS	1	1	1
D) MAGAZINES	1	1	1
E) COUPONS	1	1	1
F) POINT OF SALE	1	1	1
G) BILLBOARDS	1	1	1
H) CINEMA	1	1	1
I) SAMPLING	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	NO	NO	NO
	B) CARTONS	NO	NO	NO
	C) ADVERTISING	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

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EEMA 48

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SAUDI ARABIA

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	12.7	13.1	13.7	14.5	14.7	15.4
PER CAPITA CONSUMPTION	935	940	950	975	1,000	910
COMPANY SHARES %						
1) PHILIP MORRIS	39.7	38.9	38.3	41.0	44.8	46.6
2) B.A.T.	8.3	7.7	10.1	11.9	12.8	15.4
3) R.J. REYNOLDS	11.8	18.5	19.2	17.4	14.0	10.9
4) ROTHMANS	20.5	15.1	13.0	11.3	10.2	10.3
5) ST. PAUL'S	4.3	4.0	3.9	4.1	3.3	4.4
6) GALLAHER	2.1	1.8	1.6	1.9	2.6	3.4
7) BROWN & WILLIAMSON	4.7	5.5	5.2	3.8	3.3	2.8
8) EASTERN TOBACCO	2.2	2.1	2.4	1.9	2.4	1.6
OTHERS	6.4	6.4	6.2	6.8	6.6	4.6

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER	1987	1988	1989	1990	1991	1992
1) MARLBORO	PHILIP MORRIS	33.3	31.1	30.7	32.4	36.0	35.1
2) PLAYERS GOLD LEAF	B.A.T.	3.9	4.1	6.3	7.8	8.9	11.5
3) L&M	PHILIP MORRIS	0.8	0.8	1.2	2.8	5.2	8.6
4) GOLD COAST	R.J. REYNOLDS	9.8	17.0	17.6	15.6	11.9	8.0
5) ROTHMANS	ROTHMANS	14.5	10.4	8.9	7.7	6.3	5.8
6) LONDON	ST. PAUL'S/ROTHMANS	4.3	4.0	3.9	4.1	3.3	5.4
7) CARLTON	GALLAHER	0.9	1.0	0.9	1.3	1.7	2.3
8) HOPE	OTHERS	0.6	0.5	0.8	2.5	3.9	2.3
9) CLEOPATRA	EASTERN TOBACCO	2.2	2.1	2.4	1.9	2.4	1.6
10) VISA	PHILIP MORRIS	3.0	5.3	5.0	4.5	2.3	1.6

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EEMA 49

PHILIP MORRIS INTERNATIONAL FACT BOOK

(SAUDI ARABIA)

	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
<i>FULL FLAVOR (10-12 MG)</i>	85.4	82.5	80.7	79.3	78.0	77.5
<i>LIGHTS (6-10 MG)</i>	10.5	12.7	14.6	16.0	16.7	16.9
<i>SUPERLIGHTS (0-5 MG)</i>	4.1	4.8	4.7	4.7	5.3	5.6
TOBACCO TYPE SEGMENTATION %						
<i>AMERICAN</i>	38.2	31.8	32.0	30.6	27.9	30.9
<i>VIRGINIA</i>	59.5	66.1	65.5	67.4	69.7	66.9
<i>OTHERS</i>	2.3	2.1	2.4	2.0	2.4	2.2
PRICE SEGMENTATION %						
<i>ABOVE PREMIUM (4.50 AND ABOVE)</i>	3.1	2.3	2.0	1.8	0.8	0.6
<i>PREMIUM (4.00)</i>	58.5	50.6	48.4	47.7	51.7	49.8
<i>BELOW PREMIUM (3.50)</i>	6.2	7.1	5.9	5.2	2.7	2.3
<i>MEDIUM (3.00)</i>	5.4	1.7	0.6	0.5	0.3	0.3
<i>LOW (2.50)</i>	8.1	11.6	13.5	24.3	34.7	35.6
<i>CHEAP (1.50-2.00)</i>	18.7	26.7	29.6	20.4	9.8	11.4

PHILIP MORRIS INTERNATIONAL FACT BOOK

(SAUDI ARABIA)

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES 2) BANNED 3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	2	2	*2	*2	*2	*2
D) MAGAZINES	*2	*2	2	*2	*2	*2
E) COUPONS	2	2	2	2	N.A.	
F) POINT OF SALE	2	**2	2	2	2	2
G) BILLBOARDS	2	2	2	2	2	2
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	2	2	2	2	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
SPECIFIC T&N NUMBERS ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	N/A	

*Allowed in imported press and Saudi Publications based outside S.A. with Pan-Arab circulation.

**Some companies use branded/unbranded P.O.S.

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SENEGAL

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	2,020	1,890	1,819	1,815	1,724	1,641
PER CAPITA CONSUMPTION	314	266	255	248	229	N.A.
COMPANY SHARES %						
1) MTOA	34.0	28.3	36.4	53.3	47.6	38.8
2) ROTHMANS INTERNATIONAL	9.5	8.8	9.6	16.7	21.7	23.3
3) PHILIP MORRIS	28.6	29.3	29.0	20.0	20.9	23.2
4) SEITA	2.9	2.8	3.9	7.9	8.9	14.0
5) B.A.T.	10.3	18.6	14.3	1.8	0.9	0.7
6) R.J. REYNOLDS	13.6	11.9	6.4	0.2	--	--
OTHERS	1.1	0.3	0.4	0.0	--	--

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER	1987	1988	1989	1990	1991	1992
1) VIKING	MTOA	---	2.5	8.3	30.5	32.0	27.0
2) MARLBORO	PHILIP MORRIS (LIC.)	20.9	21.1	18.0	19.7	20.7	23.1
3) DUNHILL	ROTHMANS	4.3	3.1	5.7	12.3	17.1	18.9
4) GAULOISES	SEITA	2.4	2.0	3.4	7.5	8.5	13.8
5) CAMELIA	MTOA	25.3	18.7	15.9	14.1	11.8	9.8
6) PETER STUYVESANT	ROTHMANS	4.7	4.6	3.1	3.7	3.4	3.1
7) ST. MORITZ	ROTHMANS	0.4	0.5	0.7	0.7	1.2	1.4
8) JOB	MTOA	5.8	5.0	4.1	2.2	1.4	1.1
9) NELSON	MTOA	---	---	6.7	5.6	2.3	0.9
10) BENSON & HEDGES	B.A.T.	5.7	5.4	3.8	1.3	0.7	0.6

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PHILIP MORRIS INTERNATIONAL FACT BOOK

(SENEGAL)

TOBACCO TYPE SEGMENTATION %	1987	1988	1989	1990	1991	1992
AMERICAN	47.7	54.6	52.9	26.3	23.4	24.2
VIRGINIA	17.5	18.5	22.8	49.4	54.4	50.9
LOCAL	34.5	26.6	22.5	18.3	15.2	12.7
OTHERS	0.4	0.3	1.7	6.0	7.0	12.2

PRICE SEGMENTATION %

ABOVE PREMIUM	2.2	2.2	1.5	2.5	2.2	2.3
PREMIUM	31.1	30.3	28.7	32.8	38.0	42.0
HIGH	7.5	5.7	4.2	4.0	3.7	3.2
MEDIUM HIGH	25.6	36.0	40.5	44.4	42.9	41.7
MEDIUM LOW	3.5	3.0	6.4	2.2	1.4	1.1
LOW	30.1	22.8	18.7	14.2	11.8	9.8

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
 2) BANNED
 3) RESTRICTED

A) TELEVISION	2	2	2	2	*3
B) RADIO	1	1	*3	*3	*3
C) NEWSPAPERS	1	1	*3	*3	*3
D) MAGAZINES	1	1	*3	*3	*3
E) COUPONS	N.A.	1	*3	*3	*3
F) POINT OF SALE	1	1	*3	*3	*3
G) BILLBOARDS	1	1	*3	*3	*3
H) CINEMA	1	1	*3	*3	*3
I) SAMPLING	2	1	*3	*3	*3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO

*Restricted by industry voluntary agreement (Code of Conduct).

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EEMA 53

PHILIP MORRIS INTERNATIONAL FACT BOOK

(SENEGAL)

	1987	1988	1989	1990	1991	1992
SPECIFIC T&N NUMBERS ON:						
A) PACKS		YES	YES	YES	YES	YES
B) CARTONS		NO	NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO	NO

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EEMA 54

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SWEDEN

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	11.1	11.2	10.9	10.6	10.5	11.0
PER CAPITA CONSUMPTION	1,322	1,326	1,289	1,239	1,219	N.A.
COMPANY SHARES %						
1)S.T.A.	60.6	60.1	59.8	60.3	59.4	58.0
2)S.T.C.	27.4	27.7	27.0	25.9	26.2	26.7
3)PHILIP MORRIS	9.9	10.0	11.0	11.3	11.8	12.7
4)B.A.T./BROWN & WILLIAMSON	0.9	0.9	0.8	0.9	1.0	0.9
5)R.J. REYNOLDS	0.7	0.8	1.0	1.1	1.3	1.4
OTHERS	0.5	0.5	0.4	0.5	0.3	0.3

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER	1987	1988	1989	1990	1991	1992
1)BLEND	S.T.A.	35.8	36.5	37.4	38.2	37.9	37.7
2)PRINCE	S.T.A.	26.6	26.9	26.1	25.0	25.3	25.8
3)MARLBORO	PHILIP MORRIS	6.6	7.1	8.3	8.8	9.5	10.5
4)RIGHT	S.T.A.	6.7	7.1	7.3	8.0	8.5	8.7
5)JOHN SILVER	S.T.A.	6.7	6.4	5.8	5.5	5.2	4.9
6)COMMERCE	S.T.A.	5.9	5.2	4.8	4.2	3.8	3.3
7)BOND	PHILIP MORRIS	2.1	1.9	1.8	1.7	1.7	1.7
8)GLENN	S.T.A.	2.6	2.3	2.2	2.0	1.8	1.6
9)CAMEL	R.J. REYNOLDS	0.5	0.6	0.8	0.9	1.1	1.3
10)HOBSON	S.T.A.	1.3	1.2	1.1	1.0	0.9	0.8

(SWEDEN)	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
<i>FILTER</i>	94.0	94.4	94.9	95.5	95.9	96.3
<i>NON-FILTER</i>	6.0	5.6	5.1	4.5	4.1	3.7
TAR & NICOTINE SEGMENTATION %						
<i>FULL FLAVOR</i>	53.3	50.7	47.7	44.5	42.3	41.4
<i>LIGHTS</i>	32.6	34.7	36.9	38.3	38.5	38.5
<i>SUPERLIGHTS</i>	4.9	5.2	5.8	7.6	9.4	10.2
<i>MENTHOL</i>	9.2	9.4	9.6	9.6	9.7	9.8
PACK TYPE SEGMENTATION %						
<i>BOX</i>	55.3	58.2	61.4	63.7	65.0	66.2
<i>SOFT</i>	44.7	41.8	38.6	36.3	35.0	33.8
PACK COUNT SEGMENTATION %						
<i>10'S PACK</i>	1.3	1.0	1.4	1.5	1.5	1.5
<i>20'S PACK</i>	98.7	99.0	98.6	98.5	98.5	98.5
PRICE SEGMENTATION %						
<i>ABOVE PREMIUM</i>	0.1	0.1	0.1	0.1	0.1	0.1
<i>PREMIUM</i>	39.6	37.4	36.1	34.3	33.8	34.1
<i>BELOW PREMIUM</i>	60.4	62.5	63.9	65.6	66.1	65.9

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EEMA 56

(SWEDEN)	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
21 MG AND ABOVE	0.6	0.6	0.4	0.1	0.0	0.0
16-20 MG	19.4	17.9	16.2	14.7	13.8	13.0
11-15 MG	34.9	33.6	32.2	30.7	29.5	29.2
6-10 MG	38.6	41.1	43.3	44.8	44.9	44.8
1-5 MG	6.6	6.9	7.8	9.7	11.9	13.0
LENGTH SEGMENTATION %						
60-75 MM	11.2	10.1	9.2	8.4	7.7	6.9
76-82 MM	49.8	52.8	54.7	56.5	56.9	56.4
83-85 MM	38.1	36.0	33.9	32.7	32.3	32.1
86 AND ABOVE	0.9	1.0	2.2	2.4	3.1	4.6
MENTHOL SEGMENTATION %						
MENTHOL	9.2	9.4	9.6	9.6	9.7	9.8
NON-MENTHOL	90.8	90.6	90.4	90.4	90.3	90.2
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	N.A.	N.A.	N.A.	2	2	
B) RADIO	N.A.	N.A.	N.A.	2	2	
C) NEWSPAPERS	3	3	3	3	3	
D) MAGAZINES	3	3	3	3	3	
E) COUPONS	N.A.	3	3	2	2	
F) POINT OF SALE	3	3	3	3	3	
G) BILLBOARDS	2	2	3	2	2	
H) CINEMA	2	2	3	2	2	
I) SAMPLING	3	3	3	3	3	

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EEMA 57

(SWEDEN)

1987 1988 1989 1990 1991 1992

HEALTH WARNING & T&N LISTINGS
ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMERS ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES

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EEMA 58

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SWITZERLAND

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	15.9	15.9	16.0	15.9	16.1	16.9
PER CAPITA CONSUMPTION	2,426	2,406	2,401	2,313	2,330	N.A.
COMPANY SHARES %						
1) PHILIP MORRIS	38.0	38.4	39.7	41.7	42.9	45.4
2) B.A.T.	19.3	19.2	18.5	18.8	19.5	18.7
3) BURRUS	22.4	21.3	20.6	18.8	17.3	16.4
4) R.J. REYNOLDS	8.0	9.0	9.6	9.6	9.7	9.2
5) ROTHMANS	5.4	5.5	5.2	5.1	5.0	5.0
6) RINSOZ & ORMOND	5.3	4.9	4.7	4.4	4.1	3.7
7) REEMTSMA	1.6	1.5	1.5	1.4	1.4	1.5
OTHERS	0.2	0.2	0.2	0.2	0.1	0.1

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER	1987	1988	1989	1990	1991	1992
1) MARLBORO	PHILIP MORRIS	17.8	18.5	19.9	21.4	22.3	24.1
2) MURATTI	PHILIP MORRIS	9.7	9.4	9.1	9.0	9.0	8.7
3) PARISIENNE	BURRUS	10.1	9.8	9.4	8.8	8.3	8.1
4) SELECT	BURRUS	11.0	10.5	10.1	8.9	8.0	7.5
5) CAMEL	R.J. REYNOLDS	6.6	7.3	7.7	7.6	7.6	7.3
6) MARYLONG	B.A.T.	8.0	7.8	7.4	7.5	7.7	7.1
7) BARCLAY	B.A.T.	4.7	4.8	4.7	4.8	5.3	5.2
8) BRUNETTE	PHILIP MORRIS	6.3	6.0	5.5	5.4	5.3	4.8
9) PHILIP MORRIS	PHILIP MORRIS	1.5	2.0	2.7	3.2	3.6	4.1
10) MAROCAINE	B.A.T.	3.4	3.3	3.1	3.1	3.3	3.0

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EEMA 59

<u>(SWITZERLAND)</u>	1987	1988	1989	1990	1991	1992
MARKET SEGMENTATION %						
FILTER	97.0	97.2	97.3	97.5	97.7	97.7
NON-FILTER	3.0	2.8	2.7	2.5	2.3	9.3
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR (11 MG AND ABOVE)	47.2	45.8	44.6	43.9	42.6	41.4
LIGHTS (6-10 MG)	30.0	30.7	31.2	31.1	31.5	32.5
EXTRA LIGHTS (0-5 MG)	22.8	23.4	24.2	25.0	25.9	26.1
PACK TYPE SEGMENTATION %						
BOX	44.8	47.2	50.2	53.0	55.4	58.8
SOFT	52.9	50.6	47.8	45.0	47.8	39.5
OTHERS	2.3	2.2	2.0	1.9	1.8	1.7
TOBACCO TYPE SEGMENTATION %						
AMERICAN	37.3	39.7	42.4	44.9	46.7	49.4
EUROPEAN	14.1	13.9	28.2	28.5	27.0	26.3
MARYLAND	39.7	38.2	21.6	19.2	19.5	18.1
BLACK	5.8	5.4	5.0	4.6	4.2	3.6
VIRGINIA	2.9	2.8	2.7	2.6	2.5	2.5
OTHERS	0.2	0.0	0.1	0.2	0.1	0.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	3	3	3	*3
D) MAGAZINES	1	1	3	3	3	*3
E) COUPONS	2	2	2	2	2	1
F) POINT OF SALES	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	**3
H) CINEMA	3	3	3	3	3	***3
I) SAMPLING	3	3	3	3	3	****3

*By industry agreement and by law (press aimed at youth).

**By industry agreement and by law (public land).

***By industry agreement and by law (public land).

****By industry agreement and by law (samples to minors).

(SWITZERLAND)

1987 1988 1989 1990 1991 1992

HEALTH WARNING & T&N LISTING

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

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EEMA 61

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: TUNISIA

	1987	1988	1989	1990	1991	1992
TOTAL MARKET (BILLIONS)	7.4	7.4	7.6	8.3	8.7	9.2
PER CAPITA CONSUMPTION	1,012	949	957	1,019	1,035	N.A.
COMPANY SHARES %						
1)MONOPOLY (R.N.T.A.)	96.7	96.8	96.8	96.3	96.7	96.8
2)PHILIP MORRIS	0.5	1.1	1.3	1.5	1.5	1.5
3)SEITA	1.0	1.5	1.5	1.5	1.3	1.3
4)R.J. REYNOLDS	0.1	0.3	0.2	0.3	0.2	0.2
OTHERS	1.7	0.3	0.2	0.4	0.3	0.2

COMPANY SHARES - INTERNATIONAL SEGMENT %

1)PHILIP MORRIS	31.5	37.8	43.3	44.9	48.4	46.1
2)SEITA	58.8	50.5	48.2	44.5	42.0	42.3
3)R.J. REYNOLDS	6.4	9.3	6.9	7.7	7.2	7.1
4)ROTHMANS	0.6	1.2	0.1	1.3	1.7	2.4
5)B.A.T./BROWN & WILLIAMSON	0.4	0.5	0.8	1.2	0.6	1.8
OTHERS	0.3	0.7	0.7	0.4	0.1	0.3

BRAND FAMILY SHARES - INTERNATIONAL SEGMENT %

BRAND NAME	MANUFACTURER	1987	1988	1989	1990	1991	1992
1)MARLBORO	PHILIP MORRIS	24.9	32.3	39.7	40.8	44.1	40.9
2)ROYALE	SEITA	54.4	48.8	44.0	41.6	40.0	40.3
3)CAMEL	R.J. REYNOLDS	3.9	4.1	3.5	4.4	4.6	4.5
4)LARK	PHILIP MORRIS	6.1	5.1	3.2	3.6	3.7	4.1
5)GAULOISES	SEITA	2.6	1.4	2.4	2.3	1.3	1.2
6)MERIT	PHILIP MORRIS	0.5	0.4	0.3	0.5	0.5	1.1
7)BENSON & HEDGES	B.A.T.	0.2	0.1	0.3	0.8	0.5	1.1
8)WINSTON	R.J. REYNOLDS	0.6	3.8	1.9	1.9	1.3	1.1
9)MORE	R.J. REYNOLDS	1.2	1.3	1.2	1.1	1.2	1.0
10)PETER STUYVESANT	ROTHMANS	--	0.4	--	0.5	0.6	0.9

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EEMA 62

PHILIP MORRIS INTERNATIONAL FACT BOOK

(TUNISIA)

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	3	3	3	3	3	3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	NO	NO	NO	NO	*YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

*Health warning required on local brands only, no on imports.

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EEMA 63

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: TURKEY

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	71.8	68.8	74.5	76.7	76.6	78.9
PER CAPITA CONSUMPTION	1,400	1,320	1,420	1,367	1,318	N.A.

COMPANY SHARES %

1) TEKEL	85.0	85.7	84.0	79.4	84.4	86.6
2) PHILIP MORRIS	13.3	12.3	13.7	17.7	13.2	11.2
3) R.J. REYNOLDS	0.8	1.1	1.2	1.5	1.1	0.8
4) ROTHMANS	0.2	0.2	0.2	0.4	0.7	0.8
5) RINSOZ & ORMOND	0.4	0.5	0.5	0.5	0.3	0.2
6) B.A.T.	0.3	0.3	0.4	0.5	0.3	0.2
OTHERS	---	---	--	---	0.1	0.2

BRAND FAMILY SHARES %

BRAND NAME

1)MALTEPE	54.1	56.2	53.1	46.8	46.7	41.8
2)TEKEL 2000	---	---	2.1	5.8	10.4	18.4
3)SAMSUN	18.3	19.3	19.5	19.4	19.5	17.6
4)MARLBORO	12.3	10.1	10.8	14.6	11.2	9.4
5)BIRINCI	6.5	5.4	5.0	4.1	4.6	5.5
6)PARLIAMENT	1.1	2.2	2.8	3.1	2.1	1.8
7)BAFRA	2.1	2.0	1.5	1.1	1.1	1.4
8)CAMEL	0.5	0.8	1.0	1.3	0.9	0.7
9)YENI YARMAN	---	---	---	---	0.1	0.6
10)BITLIS	1.6	1.3	1.2	0.9	0.7	0.5

MARKET SEGMENTATION %

FILTER	91.8	93.1	93.6	94.9	94.3	93.4
NON-FILTER	8.2	6.9	6.4	5.1	5.7	6.6

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EEMA 64

PHILIP MORRIS INTERNATIONAL FACT BOOK

(TURKEY)

	1987	1988	1989	1990	1991	1992
COMPANY SHARES OF IMPORTED SEGMENT %						
1) PHILIP MORRIS	88.6	85.8	86.0	86.7	87.5	88.7
2) R.J. REYNOLDS	5.2	7.5	7.3	7.2	7.0	6.2
3) ROTHMANS	1.2	1.4	1.1	1.0	1.2	1.9
4) B.A.T.	1.8	1.8	2.3	2.3	2.0	1.8
5) RINSOZ & ORMOND	2.9	3.3	3.0	2.2	1.9	1.2
OTHERS	--	0.1	0.4	0.6	0.3	0.3
BRAND FAMILY SHARES OF IMPORTED SEGMENT %						
1) MARLBORO	81.6	70.6	68.2	71.7	73.8	74.7
2) PARLIAMENT	7.0	15.2	17.8	15.0	13.7	14.0
3) CAMEL	3.1	5.8	6.1	6.4	6.1	5.2
4) PETER STUYVESANT	--	--	--	--	0.4	1.1
5) SALEM	0.8	0.7	0.8	0.8	0.9	0.9
6) SAMSUN	2.5	3.2	2.9	2.1	1.4	0.9
7) BARCLAY	--	0.1	0.7	0.8	0.8	0.8
8) HB	0.4	0.5	0.7	0.7	0.6	0.5
9) KENT	0.9	0.8	0.7	0.7	0.5	0.3
10) ROTHMANS	0.8	0.8	0.6	0.6	0.4	0.3

PHILIP MORRIS INTERNATIONAL FACT BOOK

(TURKEY)

	1987	1988	1989	1990	1991	1992
COMPANY SHARES - INTERNATIONAL SEGMENT %						
1) PHILIP MORRIS	91.4	88.8	88.0	87.5	86.3	84.9
2) ROTHMANS	1.3	1.5	1.8	2.3	4.5	7.2
3) R.J. REYNOLDS	5.4	7.7	7.4	7.3	6.9	5.9
4) B.A.T.	1.9	1.9	2.4	2.3	2.0	1.7
OTHERS	--	0.1	0.4	0.6	0.3	0.3
BRAND FAMILY SHARES - INTERNATIONAL SEGMENT %						
1) MARLBORO	84.2	73.0	69.8	72.4	72.7	71.5
2) PARLIAMENT	7.2	15.7	18.3	15.2	13.5	13.4
3) CAMEL	3.2	6.0	6.3	6.5	6.0	5.0
4) KANSAS	--	--	--	--	0.2	3.4
5) BEST INTERNATIONAL	--	--	0.7	1.3	3.1	2.1
6) PETER STUYVESANT	--	--	--	--	0.4	1.0
7) SALEM	0.8	0.8	0.8	0.8	0.8	0.9
8) BARCLAY	--	0.1	0.8	0.8	0.8	0.8
9) HB	0.5	0.6	0.7	0.7	0.6	0.5
10) KENT	0.9	0.8	0.7	0.7	0.5	0.3

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EEMA 66

PHILIP MORRIS INTERNATIONAL FACT BOOK

(TURKEY)

	1987	1988	1989	1990	1991	1992
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
NOTATIONS: 1) YES 2) BANNED 3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	*1	*1	1	1	1	*1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

*Contests, promotions but no price discount.

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: UNITED ARAB EMIRATES

	1987	1988	1989	1990	1991	1992
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.2	2.3	2.6	2.9	2.8	2.8
PER CAPITA CONSUMPTION	1,560	1,600	1,721	1,710	1,555	N.A.
COMPANY SHARES %						
1)PHILIP MORRIS	19.2	19.3	19.4	22.0	26.1	26.9
2)B.A.T.	34.9	29.5	29.4	29.2	27.4	26.9
3)R.J. REYNOLDS	4.8	14.3	20.0	22.1	20.4	20.3
4)ROTHMANS	30.4	26.7	20.3	16.7	16.2	15.5
5)BROWN & WILLIAMSON	3.9	4.7	4.9	4.1	3.7	3.1
6)GALLAHER	3.0	2.3	1.9	1.7	1.7	1.8
OTHERS	3.8	3.2	4.1	4.2	4.5	5.5

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER	1987	1988	1989	1990	1991	1992
1)MARLBORO	PHILIP MORRIS	18.3	18.3	17.7	18.1	21.2	22.0
2)DORCHESTER	R.J. REYNOLDS	0.3	4.3	8.2	11.4	13.4	14.7
3)WILLS GOLD FLAKE	B.A.T.	---	2.0	9.9	12.6	11.4	11.4
4)ROTHMANS	ROTHMANS	17.8	14.8	11.1	8.9	8.4	7.9
5)DUNHILL	ROTHMANS	9.0	8.3	6.7	5.4	5.6	5.6
6)PLAYERS GOLD LEAF	B.A.T.	12.0	9.3	6.3	5.2	5.4	4.7
7)L&M	PHILIP MORRIS	0.1	0.2	1.0	3.3	4.2	3.9
8)CAPSTAN	B.A.T.	4.4	5.0	4.2	3.9	3.3	3.5
9)BENSON & HEDGES	B.A.T.	5.6	4.4	3.6	3.5	3.3	3.3
10)STATE EXPRESS 555	B.A.T.	6.1	4.7	3.6	3.1	3.2	3.1

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EEMA 68

PHILIP MORRIS INTERNATIONAL FACT BOOK

(UNITED ARAB EMIRATES - DOMESTIC)

	1987	1988	1989	1990	1991	1992
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR (10-12 MG)	85.8	81.9	80.1	79.4	79.2	76.8
LIGHTS (6-10 MG)	12.4	15.9	17.8	18.6	18.8	21.2

TOBACCO TYPE SEGMENTATION %

VIRGINIA	69.4	63.6	62.1	61.8	62.0	60.6
AMERICAN	27.8	34.2	36.5	37.8	37.6	39.3
OTHERS	2.8	2.2	1.4	0.4	0.4	0.1

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	N.A.
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3
H) CINEMA	3	3	1	1	1
I) SAMPLING	1	1	1	*1	*1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

*For major events, municipality approval is required.

2500058892

EEMA 69